

EXHIBIT 72

STATE OF MICHIGAN
DEPARTMENT OF SOCIAL SERVICES

MEMORANDUM

November 30, 1992

To: Vern Smith
From: Sandy Kramer *Sandy*
Subject: Elimination of Actual Acquisition Cost Reimbursement

The Michigan Third Party Newslines published by the Michigan Pharmacists Association stated that you have agreed to move away from actual acquisition cost reimbursement.

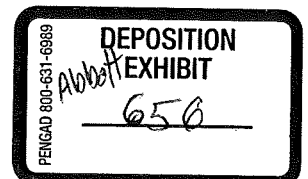
Their subcommittee proposed setting maximum allowable cost (MACs) for the top 100 drugs (now we have nearly 400) and a AWP minus 10 percent for the remainder of the drugs. If such a proposal were adopted, there could be tremendous cost implications for the Program.

As an example, I have attached the direct (or acquisition cost) and AWP for several new products from a major generic company. The price differentials are enormous with AWP ranging from 13% to 500% above acquisition cost!!!

Furthermore, implementation of a flat discount off of AWP could not be accomplished before we have national drug codes (NDCs) operational.

Let's discuss, if you have any questions.

cc. Dennis DuCap
Robert Levin
Frank Loll
Gordon Duffey
Randy Rothfuss
Carl Ramroth
Bob Peltier



Geneva

pharmaceuticals, inc.

NOV 13 1992

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(303) 466-2400 • FAX (303) 466-3717

November 3, 1992

Dear Sir/Madam:

Geneva Pharmaceuticals would like to announce the availability of the following drug products. Would you please add these to your data base. If you have any questions, please call me at the above number. Thank you.

Product	NDC #	Pkg Size	AWP	Direct
Desipramine, 25 mg	00781-1972-10	1000	\$172.20	\$ 77.78
Diltiazem 30 mg	00781-1158-01	100	\$ 34.25	\$ 24.85
Diltiazem 60 mg	00781-1159-01	100	\$ 53.78	\$ 38.23
Diltiazem 90 mg	00781-1174-01	100	\$ 75.55	\$ 53.78
Diltiazem 120 mg	00781-1175-01	100	\$ 98.90	\$ 70.23
Hydrocodone/APAP 7.5/750 mg	00781-1532-01	100	\$ 32.76	\$ 28.87
Hydrocodone/APAP 7.5/750 mg	00781-1532-05	500	\$153.09	\$126.08
Loperamide 2 mg	00781-2761-01	100	\$ 54.50	\$ 33.71
Nifedipine 10 mg	00781-2504-13	100 UD	\$ 47.25	\$ 32.00
Nifedipine 20 mg	00781-2506-13	100 UD	\$ 84.60	\$ 62.92
Verapamil 40 mg	00781-1014-01	100	\$ 23.96	\$ 4.77

Sincerely,

GENEVA PHARMACEUTICALS, INC.



Ron Hartmann, R.Ph., MBA
Manager, Government Affairs

RH/tg



Subsidiary of CIBA-GEIGY Corporation